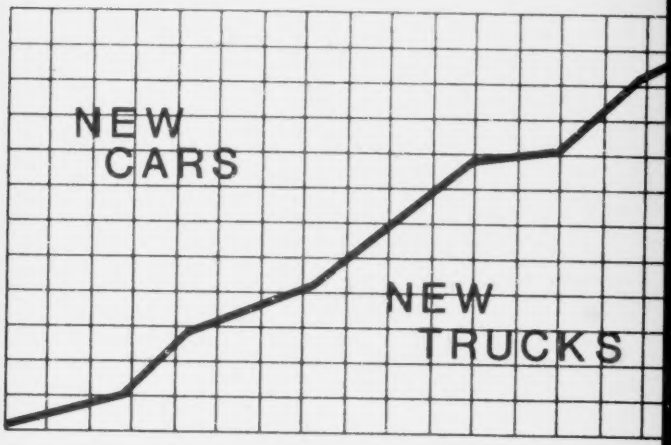
C7715-3 A

MAY
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	18906	20670	91.47	2.29	2.34
LEBARON	10527	10052	104.73	1.27	1.14
NEW YORKER	5917	8580	68.96	.72	.97
5TH AVE	56	1291	4.34	.01	.15
IMPERIAL	968	-	-	.12	-
DODGE	30648	44467	68.92	3.71	5.01
DAYTONA	3478	8147	42.69	.42	.92
SHADOW	7004	7126	98.29	.85	.81
SPIRIT	8747	7372	118.65	1.05	.83
DYNASTY	7628	11000	69.35	.93	1.23
ARIES	154	3539	4.35	.02	.40
PLYMOUTH	23469	27396	85.67	2.85	3.10
HORIZON	1316	2560	51.41	.16	.29
SUNDANCE	6340	6843	92.65	.77	.77
ACCLAIM	10175	9141	111.31	1.23	1.04
RELIANT	185	3453	5.36	.02	.39
LASER	3835	1796	213.53	.47	.20
EAGLE	5178	5928	87.35	.63	.67
PREMIER	1210	3612	33.50	.15	.41
TALON	2601	-	-	.31	-
CHRYSLER CORP.	78201	98461	79.42	9.48	11.12
FORD	110280	141548	77.91	13.38	15.99
ESCORT	23002	28322	81.22	2.79	3.20
PROBE	11124	13823	80.46	1.35	1.54
MUSTANG	10863	17357	62.59	1.32	1.96
TEMPO	17497	21411	81.72	2.12	2.42
TAURUS	25239	34977	72.16	3.07	3.95
CROWN VICTORIA	8943	9461	94.52	1.08	1.07
THUNDERBIRD	9204	10745	85.66	1.12	1.21
LINCOLN	18643	17531	106.34	2.26	1.98
MERCURY	29956	44577	67.20	3.63	5.04
TOPAZ	6040	8740	69.11	.73	.99
SABLE	7467	11939	62.54	.91	1.34
COUGAR	7116	9353	76.08	.86	1.06
GRAND MARQUIS	8279	9264	89.37	1.00	1.05
LINC/MERC DIV.	49242	62980	78.19	5.97	7.12
FORD MOTOR CO.	159522	204528	78.00	19.35	23.11
BUICK	44059	49737	88.58	5.34	5.62
SKYHAWK	28	2009	3.38	.01	.23
SKYLARK	8914	6810	130.90	1.08	.77
CENTURY	9015	11959	75.85	1.10	1.34
REGAL	5349	7247	87.61	.77	.82
LESABRE	13674	11796	115.92	1.66	1.33
RIVIERA	1990	2194	90.70	.24	.25
REATTA	658	857	76.78	.08	.10
CADILLAC	21347	22911	93.17	2.59	2.59
ALLANTE	247	244	101.23	.03	.03
ELDORADO	2372	2843	83.43	.29	.32
SEVILLE	3781	2255	167.67	.46	.25
CHEVROLET	125563	130563	95.17	15.24	14.76
PRIZM	10663	4879	217.32	1.29	.55
CELEBRITY	2750	766	13.24	.33	2.35
LUMINA	20841	4134	504.14	2.53	.47
CORSICA	14526	20560	70.65	1.76	2.32
BERETTA	9682	14863	65.14	1.17	1.68
CAVALIER	24605	26552	92.32	3.00	3.02
CAMARO	7634	11060	69.02	.93	1.25
CORVETTE	2255	1879	120.01	.27	.21
OLDSMOBILE	44957	54888	81.92	5.45	6.20
CALAIS	8880	8923	99.52	1.08	1.01
CUTLASS CIERA	14024	18062	77.64	1.69	2.04
CUTLASS	9194	7988	115.10	1.12	.90
TORONADO	1341	601	223.13	.16	.07
PONTIAC	60999	66941	91.12	7.40	7.56
SUNBIRD	9336	10635	87.79	1.13	1.20
GRAND AM	22149	19167	115.56	2.69	2.16
6000	4033	7046	57.24	.49	.80
BONNEVILLE	6043	8399	71.95	.73	.95
FIREBIRD	3657	6758	54.11	.44	.76
GRAND PRIX	12194	9787	124.59	1.48	1.11
GEN. MTRS. CORP	296956	325060	91.35	36.02	36.73
MISC. DOMESTIC	*	*	100.00	-	-
OTHER IMPORT	28985	25702	112.78	35.15	29.04
U.S. TOTAL	825537	885068	93.16		

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UNITED STATES SUMMARY R. 1-90
MAY 1990 ISSUED 07/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	71085	94161	75.49	1.91	2.32	203352
LEBARON	34419	39449	87.27	.93	.97	92708
NEW YORKER	24112	44190	54.56	.65	1.09	87244
5TH AVE	458	1272	36.00	.01	.18	11973
IMPERIAL	4530	-	-	.12	-	1467
DODGE	136824	192881	70.94	3.69	4.74	454993
DAYTONA	14708	30656	47.98	.40	.75	66719
SHADOW	27200	32762	83.02	.73	.81	83575
SPIRIT	37273	23375	159.46	1.01	.58	71008
DYNASTY	36812	51549	71.41	.99	1.26	111911
ARIES	1751	18154	9.64	.05	.46	35569
PLYMOUTH	103913	115730	89.79	2.80	2.85	304911
HORIZON	9172	13515	67.87	.25	.33	39894
SUNDANCE	23609	33496	70.48	.64	.83	85907
ACCLAIM	42282	28089	150.53	1.13	.69	86664
RELIANT	2149	18041	11.91	.06	.44	35702
LASER	1853	4863	380.69	.50	.12	18839
EAGLE	23051	32247	76.21	.62	.74	70897
PREMIER	6071	11856	34.56	.17	.44	40983
TALON	10523	-	-	.28	-	5909
CHRYSLER CORP.	331873	433019	77.33	9.02	10.65	1031153
FORD	378579	554274	81.89	14.51	18.18	1528647
ESCORT	109618	144475	75.87	2.95	3.55	344260
PROBE	46108	53170	86.72	1.24	1.31	135545
MUSTANG	49556	79543	62.30	1.33	1.96	164364
TEMPO	92541	102455	90.32	2.49	2.52	234595
TAURUS	130596	151487	86.21	3.53	3.73	351036
CROWN VICTORIA	42633	44430	95.96	1.15	1.09	108393
THUNDERBIRD	42364	51275	82.62	1.14	1.26	120801
LINCOLN	93869	80882	116.06	2.53	1.99	197971
MERCURY	153560	196306	78.22	4.13	4.83	468165
TOPAZ	32393	38953	83.16	.87	.96	85449
SABLE	38955	48794	79.84	1.05	1.19	112277
COUGAR	33124	42528	79.30	.91	1.05	99117
GRAND MARQUIS	41898	43728	95.82	1.12	1.08	111681
LINC/MERC DIV.	249165	284060	87.72	6.71	6.99	676951
FORD MOTOR CO.	787744	941734	83.66	21.22	23.17	2205598
BUICK	210179	223526	94.03	5.66	5.50	550060
SKYHAWK	706	8846	7.98	.02	.22	17419
SKYLARK	38509	25419	151.46	1.04	.63	63768
CENTURY	48715	58922	82.72	1.31	1.44	135842
REGAL	25713	35537	72.36	.69	.87	79315
LESABRE	64085	49411	129.70	1.73	1.22	144828
RIVIERA	8574	8464	101.30	.23	.21	19319
REATTA	2381	2956	80.55	.06	.07	7929
CADILLAC	105093	112777	93.19	2.83	2.77	271297
ALLANTE	1148	1202	95.51	.03	.03	3112
ELDORADO	9897	13488	73.38	.27	.33	30505
SEVILLE	12481	10344	120.66	.33	.25	23630
CHEVROLET	557140	565989	98.43	15.01	13.94	1354854
PRIZM	45150	11059	408.26	1.22	.27	70478
CELEBRITY	12525	92426	13.55	.34	2.27	140835
LUMINA	92831	6661	-	2.50	.16	101648
CORSICA	74656	85647	87.17	2.01	2.11	190467
BERETTA	41042	67960	60.39	1.11	1.67	145718
CAVALIER	122139	127371	95.89	3.28	3.16	302380
CAMARO	29386	46880	62.68	.79	1.15	98755
CORVETTE	8288	7653	108.28	.23	.19	22815
OLDSMOBILE	212281	260706	81.43	5.72	6.41	609706
CALAIS	39920	38907	102.61	1.08	.96	96960
CUTLASS CIERA	54501	83511	65.25	1.46	2.05	194161
CUTLASS	50160	43588	114.30	1.35	1.08	101593
TORONADO	5823	13135	170.61	.16	.08	9765
PONTIAC	249077	310080	80.33	6.71	7.63	695437
SUNBIRD	41385	40515	102.15	1.11	1.00	102658
GRAND AM	83755	89423	93.66	2.31	2.19	208629
6000	20237	32563	62.15	.55	.80	69459
BONNEVILLE	28011	39635	70.67	.75	.98	89399
FIREBIRD	15436	26357	58.57	.42	.65	55668
GRAND PRIX	46533	56004	83.09	1.25	1.38	114584
GEN. MTRS. CORP	1333847	1473167	90.54	35.93	36.25	3481611
MISC. DOMESTIC	39	39	100.00	-	-	194
OTHER IMPORT	1250686	1218134	103.27	33.69	29.93	3131061
U.S. TOTAL	3712590	4064273	91.35			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	11606	26.11	51038	52746	96.77	25.81	25.48
CHRYSLER	204	.05	1248	-	-	.06	-
DODGE	4187	9.89	20995	23296	90.12	10.53	11.25
FORD	12008	28.78	58314	61350	95.14	29.29	29.82
FREIGHTLINER	2056	.49	10110	11417	88.55	.51	.55
G M C	3124	7.38	14271	14702	96.62	7.16	7.13
HINO	186	.04	933	891	104.71	.05	.04
ISUZU	1032	2.37	4720	4035	116.26	2.39	1.95
IVECO	199	.05	956	772	123.83	.05	.04
JEEP	1672	3.95	8110	9804	83.33	4.10	4.73
JOHN DEERE	318	.08	1621	3033	53.45	.08	.15
KENWORTH	1178	.28	6318	8424	75.00	.32	.41
MACK/MIDLINER	1654	.39	7489	11761	63.68	.38	.57
MERCEDES BENZ	153	.04	691	839	82.36	.03	.04
MITSUBISHI FUSO	286	.07	1368	1474	92.81	.07	.07
NAVISTAR	601	1.42	2880	30862	86.86	1.35	1.49
OLDSMOBILE	1921	.45	7949	-	-	.40	-
PETERBILT	1161	.27	5676	8155	69.60	.28	.39
PLYMOUTH	1407	3.32	7711	7687	100.31	3.87	3.71
PONTIAC	2969	.70	10847	-	-	.54	-
SCANIA	12	-	53	48	110.42	-	-
UD	157	.04	763	774	98.58	.04	.04
VOLVO	49	.01	330	516	63.95	.02	.02
WESTERN STAR	75	.02	431	712	60.53	.02	.03
WHITEGMC	1153	.27	6008	7631	78.75	.30	.37
OTHER IMPORTS	5680	13.41	24826	24589	100.87	12.44	11.87
MISC. DOMESTIC	524	.12	2136	1485	143.17	.11	.07
U. S. TOTAL	42361		199389	207603	96.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	28768	20978	6806	635	77	283	2479	95
CHRYSLER	1248	-	-	-	-	-	-	-
DODGE	15771	5224	-	-	-	-	-	-
FORD	23901	25879	-	1023	-	196	1089	5043
FREIGHTLINER	-	-	-	-	-	-	-	10110
G M C	5480	6195	994	405	989	1362	6008	190
HINO	-	-	117	-	165	219	432	-
ISUZU	4287	-	511	275	156	1055	247	-
IVECO	-	-	611	207	80	58	-	-
JEEP	8167	32	-	-	-	-	-	-
JOHN DEERE	-	5	59	1229	330	-	-	-
KENWORTH	-	-	-	-	-	-	160	6158
MACK/MIDLINER	-	-	-	-	-	458	776	6255
MERCEDES BENZ	-	-	-	-	-	245	448	-
MITSUBISHI FUSO	-	-	728	-	281	191	258	-
NAVISTAR	-	-	-	21	47	4395	11068	11277
OLDSMOBILE	7949	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	169	5507
PLYMOUTH	7711	-	-	-	-	-	-	-
PONTIAC	10847	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	53
UD	-	-	240	-	275	105	145	-
VOLVO	-	-	-	-	-	-	305	25
WESTERN STAR	-	-	-	-	-	-	-	431
WHITEGMC	-	-	-	-	-	-	-	6008
OTHER IMPORTS	24787	539	-	-	-	-	-	-
MISC. DOMESTIC	181	179	-	77	60	349	89	1203
TOTAL	127858	58752	12666	13083	2460	13136	33275	52359
1989 TOTAL	129867	62234	15221	14519	3234	15924	39442	66042
1990 VS '89	98.45	94.40	83.21	90.11	76.07	82.50	84.36	79.28

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

REGISTRATIONS FROM THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	25214	.68	21193	.52
CHEVROLET SPECTRUM/STORM	42684	1.15	24306	.60
CHRYSLER CONQUEST	406	.01	2922	.07
DODGE COLT DL/SW	7003	.19	14039	.35
DODGE COLT VISTA SW	1239	.03	3054	.08
EAGLE MEDALLION	179	-	3537	.09
EAGLE SUMMIT	6178	.17	8841	.22
FORD FESTIVA	25163	.68	30838	.76
GM LOTUS	71	-	79	-
L-M XR4	219	.01	2289	.06
L-M SCORPIO	1518	.04	4583	.11
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	6530	.18	22323	.55
PLYMOUTH COLT DL/SW	5904	.19	12859	.32
PLYMOUTH COLT VISTA SW	1263	.03	2898	.07
PONTIAC LEMANS	11542	.31	21657	.53
OTHERS	1875	.05	336	.01
TOTAL DOMESTIC SPONSORED IMPORTS	138048	3.72	175740	4.32
OTHER IMPORTS				
ACURA	55441	1.49	54915	1.35
AUDI	8244	.22	6952	.17
BMW	21973	.59	29040	.71
HONDA	286135	7.71	253946	6.25
HYUNDAI	55264	1.49	82161	2.02
INFINITI	6317	.17	-	-
ISUZU	1676	.05	7512	.18
LEXUS	21619	.58	-	-
MAZDA	93170	2.5	89455	2.20
MERCEDES BENZ	27975	.75	28511	.70
MITSUBISHI	65859	1.77	33271	.82
NISSAN	168247	4.53	186331	4.58
SAAB	9821	.26	13443	.33
SUBARU	39168	1.06	61028	1.50
TOYOTA	289373	7.79	247651	6.09
VOLKSWAGEN	46509	1.25	52662	1.30
VOLVO	36919	.99	39737	.98
OTHERS	22362	.60	29719	.73
TOTAL OTHER IMPORTS	1256086	33.83	1216314	29.93
GRAND TOTAL ALL IMPORT CARS	1394134	37.55	1392054	34.25
NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)				
DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	5927	.30	13197	.84
DODGE RAIDER	1108	.05	2662	.13
CHEVROLET GEO TRACKER	12396	.62	3632	.18
OTHER IMPORTS				
ISUZU	42876	2.15	37096	1.79
MAZDA	46168	2.32	47392	2.29
MITSUBISHI	18003	.90	16157	.78
NISSAN	66711	3.35	64292	3.10
SUZUKI	6906	.35	12960	.63
TOYOTA	104762	5.26	101347	4.89
VOLKSWAGEN	2572	.13	1883	.09
OTHERS	2904	.15	1859	.09
TOTAL OTHER IMPORT TRUCKS	290902	14.60	282986	13.66
GRAND TOTAL ALL IMPORT TRUCKS	310333	15.57	302457	14.60

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

MAY 1990 ISSUED 07/90

R. L. POLK & CO.

R.1-90

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- **Demographics**
- **Geography**

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